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Express Mail No.: ET029646484US

## WHAT IS CLAIMED IS:

1	1. A method of facilitating consumption of a consumable item, comprising:
2	receiving a request for an executable consumption program, the request being

- received from a device associated with a consumption of the consumable item; and 3
- 4 arranging for the device to receive the executable consumption program.
- 2. The method of claim 1, wherein said arranging comprises: 1
- transmitting the executable consumption program to the device. 2
- 3. The method of claim 2, further comprising: 1
- based on said transmitting, arranging for an exchange of payment with at least one 2 of: (i) a customer, (ii) a provider, and (iii) a third party. 3
  - 4. The method of claim 3, wherein the exchange of payment is performed via a payment identifier, the payment identifier being further associated with a payment in exchange for the consumable item.
- 5. The method of claim 2, wherein at least one of said receiving and said transmitting are performed via at least one of: (i) a wireless device, (ii) a Bluetooth 2 device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a 3 magnetic device, and (vii) a device adapted to detect a material. 4
- 6. The method of claim 2, wherein said receiving and transmitting are performed 1 by one of: (i) the consumable item, (ii) a device associated with dispensing the 2 consumable item, (iii) a package containing the consumable item, (iv) a medium storing 3

4 the consumable item, (v) a device attached to the consumable item, (vi) a device

- 5 incorporated within the consumable item, and (vii) a device located in proximity with the
- 6 consumable item.
- 7. The method of claim 1, wherein the request includes at least one of: (i) a
- 2 requesting device identifier, (ii) a customer identifier, (iii) a consumable item provider
- 3 identifier, (iv) a third party identifier, (v) a requested executable consumption program
- 4 identifier, (vi) a current executable consumption program identifier, (vii) a payment
- 5 identifier, and (viii) a consumable item identifier.
- 8. The method of claim 1, wherein the consumable item comprises at least one
- of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) executable information,
- 3 (v) food, (vi) paper, (vii) electricity, and (viii) information storage capacity.
- 9. The method of claim 1, wherein the device comprises one of: (i) a device
- 2 adapted to control a consumption of the consumable item, (ii) a device that consumes the
- 3 consumable item, (iii) a device powered by the consumable item, (iv) a vehicle, (v) a
- 4 device adapted to transform the consumable item, (vi) a medium for storing the
- 5 consumable item, and (vii) a processor for executing or translating the consumable item.
- 1 10. The method of claim 1, wherein the executable consumption program is
- 2 adapted to improve a consumption of the consumable item.
- 1 11. The method of claim 1, further comprising:
- 2 selecting the executable consumption program based on at least one of: (i)
- 3 information received from the device, (ii) information associated with the consumable
- 4 item, and (iii) an ambient condition.

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1	12. The method of claim 1, further comprising:
2	adjusting the executable consumption program based on at least one of: (i)
3	information received from the device, (ii) information associated with the consumable
4	item, and (iii) an ambient condition.
1	13. The method of claim 1, further comprising:
2	dispensing the consumable item.
1	14. The method of claim 1, further comprising:
2	verifying that the device is authorized to receive the executable consumption
3	program.
1	15. An apparatus, comprising:
2	a processor; and
3	a storage device in communication with said processor and storing instructions
4	adapted to be executed by said processor to:
5	receive a request for an executable consumption program, the request
6	being received from a device associated with a consumption of a consumable
7	item; and
8	transmit the executable consumption program to the device.
1	16. The apparatus of claim 15, wherein said storage device further stores at leas
2	one of: (i) an executable consumption program database, (ii) an executable consumption
3	program rule database, and (iii) a transaction database.

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1	17. The apparatus of claim 15, further comprising:
2	a communication device coupled to said processor and adapted to communicate
3	with at least one of: (i) a remote information device, (ii) a device adapted to control a
4	consumption of the consumable item, (iii) a device that consumes the consumable item,
5	(iv) a device powered by the consumable item, (v) a vehicle, (vi) a device adapted to
6	transform the consumable item, (vii) a medium for storing the consumable item, (viii) a
7	processor for executing or translating the consumable item, and (ix) a payment device.
1	18. A medium storing instructions adapted to be executed by a processor to
2	perform a method of facilitating consumption of a consumable item, said method
3	comprising:
4	receiving a request for an executable consumption program, the request being
5	received from a device associated with a consumption of the consumable item; and
6	transmitting the executable consumption program to the device.
1	19. A method of facilitating consumption of a consumable item, comprising:
2	transmitting an executable consumption program request to a device associated
3	with the consumable item; and
4	receiving the executable consumption program.
1	20. The method of claim 19, wherein said transmitting and receiving are
2	performed by one of: (i) a device adapted to control a consumption of the consumable
3	item, (ii) a device that consumes the consumable item, (iii) a device powered by the
4	consumable item, (iv) a vehicle, (v) a device adapted to transform the consumable item,
5	(vi) a medium for storing the consumable item, and (vii) a processor for executing or

translating the consumable item.

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1	21. The method of claim 19, wherein the device comprises one of: (i) the
2 .	consumable item, (ii) a device associated with dispensing the consumable item, (iii) a
3	package containing the consumable item, (iv) a medium storing the consumable item, (v)
4	a device attached to the consumable item, (vi) a device incorporated within the
5	consumable item, and (vii) a device located in proximity with the consumable item.
1	22. The method of claim 19, further comprising:
2	executing the executable consumption program.
1	23. The method of claim 19, further comprising:
2	consuming the consumable item in accordance with the executable consumption
3	program.
1	24. A method of facilitating consumption of a consumable item, comprising:
2	receiving a consumable item along with an executable consumption program;
3	executing the executable consumption program; and
4	in response to said execution, receiving a supplemental consumable item.
1	25. The method of claim 24, wherein at least one of the consumable item and the
2	supplemental consumable item comprises at least one of: (i) text information, (ii) audio
3	information, (iii) image information, (iv) executable information, and (v) entertainment
4	information.

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1 2	26. The method of claim 24, wherein the consumable item comprises a first set of information and the supplemental consumable item comprises a second set of information
3	associated with the first set.
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1	27. The state of the control of the complemental congumeble item
1	27. The method of claim 24, wherein the supplemental consumable item
2	comprises supplemental information, and the executable consumption program enables
3	encrypted supplemental information to be retrieved via a communication network.
1	28. The method of claim 27, wherein the executable consumption program
2	further enables the encrypted supplemental information to be decrypted.
1	29. The method of claim 24, wherein the consumable item comprises a first type
2	of item and the supplemental consumable item comprises a second type of item.
4	of item and the supplemental consumators from complices a second sypt of second
1	30. The method of claim 29, wherein the consumable item comprises a storage
2	item and the supplemental consumable item comprises information to be stored via the
3	storage item.
1	31. A consumable item, comprising:
2	a consumable portion; and
3	an executable consumption program portion, the executable consumption program
4	portion comprising a medium storing an executable consumption program, the executable
5	consumption program being associated with the exchange of a supplemental consumable

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item.